



Healthy Choice Total Franchise Sales vs. Total Food Sales

	Dollar Sales	Dollar Share Total Food Sales
Total Food Sales, Grocery*	501,729,732,536 **	100
Total Healthy Choice Franchise Sales	826,346,147 ***	0.16

* Total US Grocery, all food categories (excluding random weight)

** Source: IRI Reviews Advantage Data, 52 Weeks Ending May 18, 2003

*** Source: IRI Reviews Advantage Data, 52 Weeks Ending March 23, 2003